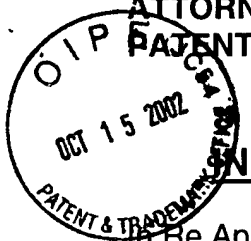


ATTORNEY DOCKET NO. 14103.0001



PATENT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In Re Application of: Ross, Jr. *et al.*

Application No.: 09/398,268

Filed: September 17, 1999

For: **"AFFILIATE COMMERCE SYSTEM  
AND METHOD"**

Group Art Unit: 2756

Examiner: Kerr, D.

Confirmation No.: 9868 Technology Center 2100

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OCT 21 2002

**AMENDMENT AND RESPONSE TO OFFICE ACTION**

**BOX AMENDMENT**

Commissioner for Patents  
Washington, D.C. 20231

NEEDLE & ROSENBERG, P.C.  
Customer No. 23859

October 10, 2002

Sir:

In response to the Office Action mailed on April 11, 2002 (hereinafter the "Office Action"), Applicants respectfully request that the application be re-examined and reconsidered, as follows below.

**In The Claims**

Please add the following new claims.

15. (New) The process of claim 1, wherein the step of capturing a look and feel description comprises the steps of:

- i) receiving an identification for an example page from the host website;
- ii) retrieving the example page via a communication link to the host website; and
- iii) identifying look and feel elements within the retrieved example page.

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OCT 23 2002  
**GROUP 3600**